

THE TED NELSON SEMINAR

CINEMA OF THE MIND

The Design of Interactive Software.

Thursday, 14 October 1993, 10 am to 5 pm.

Meadowlands Assembly Hall, Dominican College
San Rafael, Marin County, California.

A map will be faxed to participants.

Software is about how the user thinks and feels, the *seeming* of the interactive world. *Virtuality* is this seeming-- what we see, feel and think about.* Reality is the realm of engineers, virtuality is the realm of art and explanation.

The framework of virtuality is **CONCEPTUAL STRUCTURE**: the world the user thinks is there, the constructs that have been made up. We must and can build better constructs-- especially with the new system of tools presented in this seminar.

The heart of virtuality is **FEEL**-- the quality of a thing that we sense; the response, atmosphere, look and handling. This is the work of the movie director-- specifying, reworking and melding effects to get the right feel, the right atmosphere.

Conceptual structure and feel, the two aspects of virtuality, have become muddled into two great religious issues of computerdom: data structure and interface. But properly understood in their vast range of option, they merge to give us a stereoscopic view of what software is about, and how best to design it.

* "Existing in essence or effect, but not in fact" (Webster, 1913).

Ted Nelson, presenter, is best known for coining the terms "hypertext" and "hypermedia" in the nineteen-sixties, and as founder of Project Xanadu, building a network publishing system for open hypermedia. His unusual views and designs are at last being vindicated.



This seminar brings together much-requested material that has only been published in scattered places, soon to be gathered into a book of the same title.

TED NELSON SEMINARS, 3020 Bridgeway #295 Sausalito CA 94965

CINEMA OF THE MIND

The Design of Interactive Software.

"Intellectually intoxicating."

Marek Buckiewicz

"Provides unique and mind-opening perspectives."

Daniel Chang

"Fun and valuable introduction."

Stan Friedman

"Way cool! Very informative-- ought to be a required course."

Greta C. Bickford, Berkeley Systems, Inc.

Thursday, October 14, 1993.

THERE ARE JUST THREE MAJOR SCHOOLS OF SOFTWARE DESIGN:



Xerox PARC (disconnected windows and Metaphors), Media Lab ("trust us") and Ted Nelson, who has been designing interactive software for personal computers since 1960, and who coined the terms "hypertext" and "hypermedia" before 1965.

The other views you can hear in any grocery line. But Ted's you can only hear from him-- and how long will he be around, or this accessible? Does he still know something you don't? Possibly. See other side. ➡

ORDER FORM. Mail or fax to:

Ted Nelson Seminars, 3020 Bridgeway #295, Sausalito CA 94965
Fax 415/332-0136 Tel.415/331-4422

YES! Sign me up for the Seminar:

☐ **CINEMA OF THE MIND.** 10 am- 5 pm, Thursday, October 14, 1993, \$195, at Dominican College, San Rafael, Meadowlands Assembly Hall.

Also happening: Ted's one-man show, ☐ World Enough in One Evening. 8 pm, Saturday, October 16, 1993: ___ seats ☐\$30 ☐\$15.

Name, Address _____

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Visa/MC (checks also acceptable) _____

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☐ Can't attend, but hey-- put me on the mailing list.

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